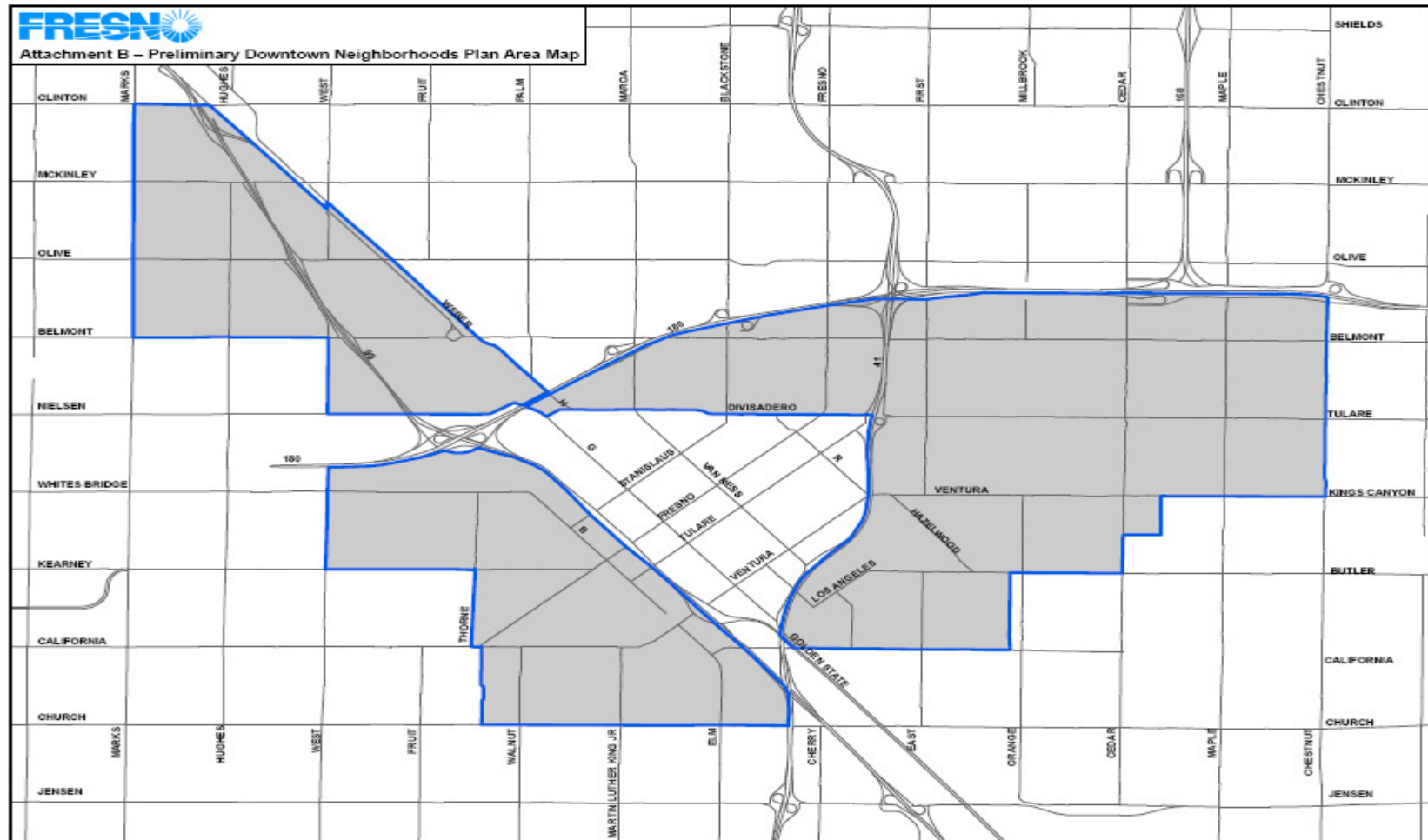


Downtown & Community Revitalization Department

Downtown and Community Revitalization Department

- i. Downtown Revitalization
- ii. Neighborhood Revitalization
- iii. Local Business Initiatives
- iv. Administration

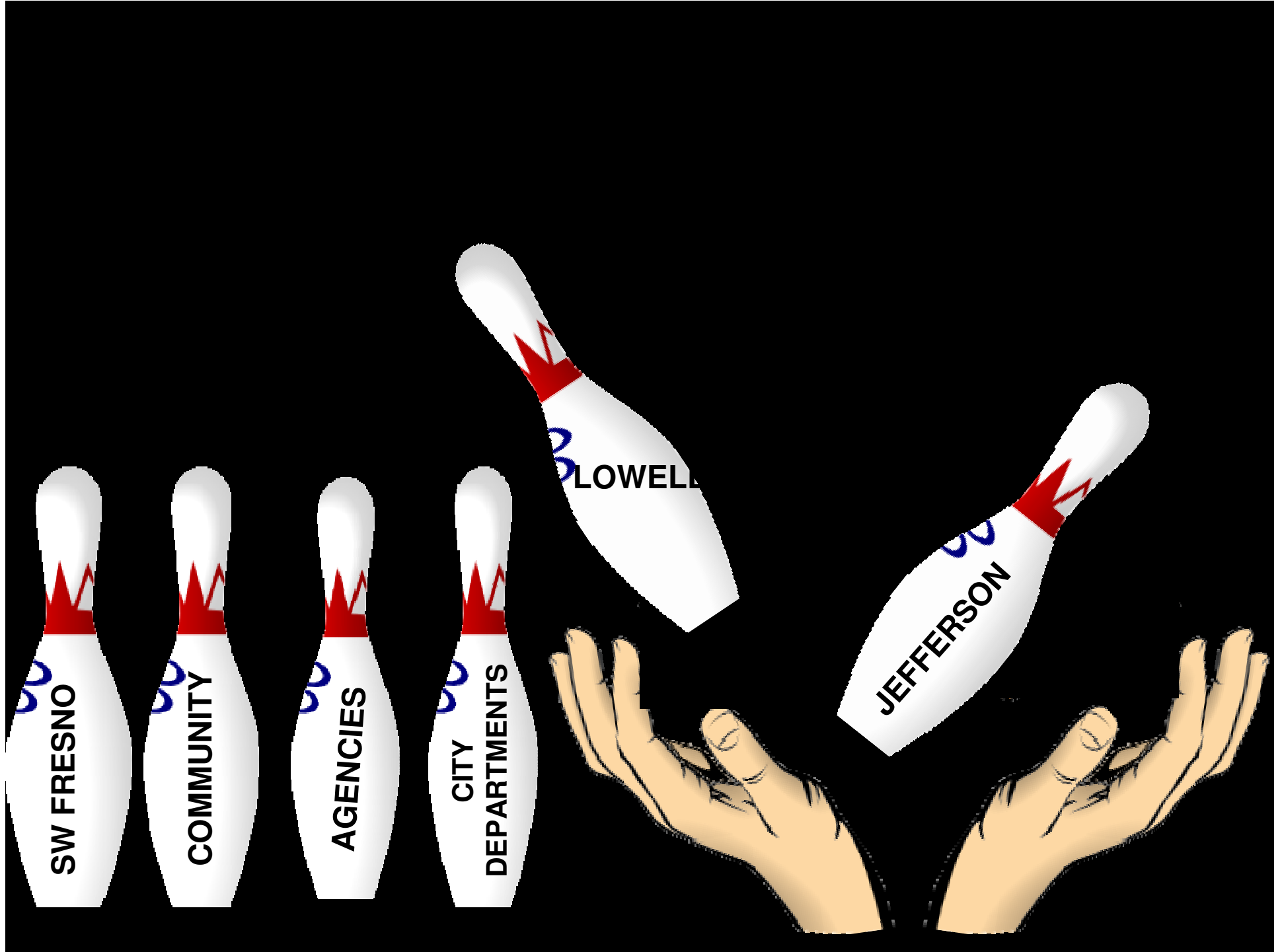
Downtown Neighborhoods Plan Area



DCR Department Mission

The mission of our department is to:

- Coordinate the effort to transform downtown Fresno into a vibrant center of activity for the Central San Joaquin Valley
- Restore the historic neighborhoods that encircle downtown Fresno into healthy, mixed-income communities that are desirable for their quality of life and their proximity to a revitalized city center
- Build a strong, sustainable economy through a community-wide effort to support locally-owned businesses, start-up companies, water technology and other green technologies



What is Concentrated Poverty?

- “Concentrated poverty” refers to the **double burden** faced by poor families who also live in very poor neighborhoods
- High-poverty neighborhoods are defined as those neighborhoods where more than 40 percent of people live below the poverty line

Source: Brookings Institute; Confronting Poverty in Fresno, 2006

Poverty Disadvantages

- **Market disinvestment** that reduces employment, retail, and quality housing opportunities for local residents
- **Low-performing schools** that struggle to impart basic skills and cause children to under-invest in their futures
- **Higher crime rates** that lead to poorer mental and physical health outcomes for community residents
- **Added costs** for the provision of public services, and lower rates of regional economic growth

Source: Brookings Institute; Confronting Poverty in Fresno, 2006

Fresno & Poverty

In 2000, Fresno ranked #4 among the 50 largest cities in the United States on its overall poverty rate...

	City	% of Poverty
1	Miami, FL	28.5
2	New Orleans, LA	27.9
3	Cleveland, OH	26.3
4	Fresno, CA	26.2
5	Atlanta, GA	26.1
6	Baltimore, MD	24.4
7	Philadelphia, PA	22.9
8	Long Beach, CA	22.9
9	El Paso, Tx	22.8
10	Los Angeles, CA	22.1

Source: Brookings Institute; Confronting Poverty in Fresno, 2006

Fresno & Poverty

...but ranked #1 on concentrated poverty

City		% of Poverty
1	Fresno, CA	43.5
2	New Orleans, LA	37.7
3	Louisville, KY	36.7
4	Miami, FL	36.4
5	Atlanta, GA	35.8
6	Long Beach, CA	30.7
7	Cleveland, OH	29.8
8	Philadelphia, PA	27.9
9	Milwaukee, WI	27
10	New York, NY	25.9

Source: Brookings Institute; Confronting Poverty in Fresno, 2006

The Lowell Plan

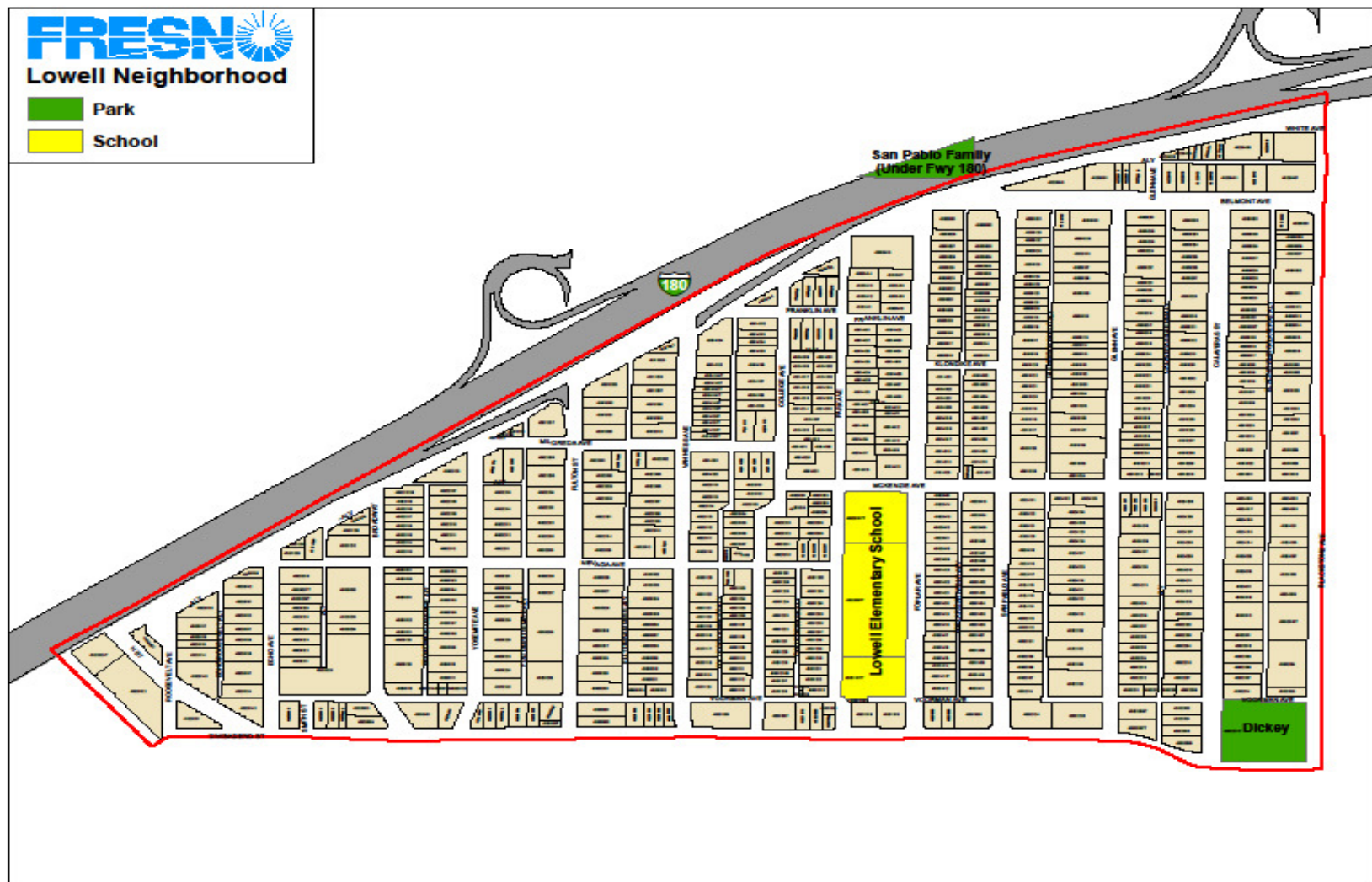
Lowell Profile

- 13,844 population
- **Individuals below poverty level 70% (US 12%)**
- Language other than English 70% (US 18%)
- **Owner occupied housing 17% (US 66%)**
- Median household income \$14,213
- Lowell Elementary School (www.city-data.com)
 - English language arts proficient 17% (CA 46%)
 - **Free/reduced lunch 100% (CA 54%)**

Current Situation



Boundaries

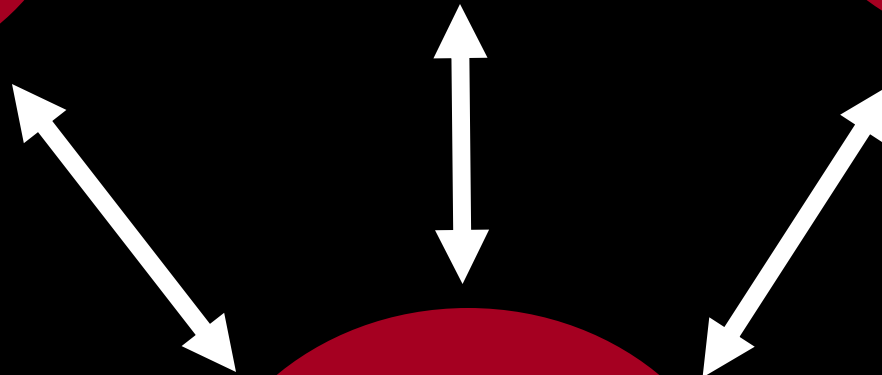


**City
Departments**

Community

Agencies

**Neighborhood
Revitalization**



Lowell Coordination

- Coordinate Neighborhood
 - La Union de Familia, Lowell Neighborhood Association, Lowell Concerned Teen Group
 - Mayor/City Meetings every 4 months
- City Dept.s and Divisions monthly
- Agencies coordinate quarterly

Neighborhood Priorities

Lowell Community Meeting

June 9, 2009

If you were describing your neighborhood to someone that's never been here, what are the things you would say you like best?

- Parent involvement
- Unique/Historic architecture
- Character of residents
- Resident support
- Getting better
- Great location
- Diversity of restaurants
- Everyone cares
- Access to Downtown
- Lowell resource Center
- Mature trees
- Children
- Diversity of neighbors
- Sense of community
- Foot traffic
- Beautiful homes
- Best people in Fresno
- Street Sweeping
- Improve response from Code Enforcement

Neighborhood Priorities

Lowell Community Meeting

June 9, 2009

What two things would you change about your neighborhood?

- **Drugs-20 votes**
- **Slumlords-17 votes**
- **Too many high density apartments-17 votes**
- Trash in alleys-15 votes
- Alcohol & Drugs-access to teens-13 votes
- Crime-12 votes
- Too many group homes-10 votes
- No grocery store-8 votes
- Theft-8 votes
- Prostitution (especially at Shell Station)-5 votes
- No crosswalks-5 votes
- Stray Cats-5 votes
- Household dumping-3 votes
- Graffiti-2 votes
- No use of school grounds for recreation-1 vote
- Speeding ambulances on Divisadero-1 vote
- City response: Suspicion-0 votes
- Curbs/sidewalks unfixed-0 votes

Why Lowell?

- Relative Size
- Strategic Location
- Historic Neighborhood

City Responses

- Police
- Planning
- Code Enforcement
- Housing
- Parks
- Public Works
- Public Utilities

Lowell Zoning



Lowell Neighborhood Zoning

- C-4, CENTRAL TRADING
- C-5, GENERAL COMMERCIAL
- C-6, HEAVY COMMERCIAL
- C-M, COMMERCIAL AND LIGHT MANUFACTURING
- C-P, ADMINISTRATIVE AND PROFESSIONAL OFFICE
- M-1, LIGHT MANUFACTURING
- O, OPEN CONSERVATION
- P, OFF-STREET PARKING
- R-1, SINGLE FAMILY RESIDENTIAL
- R-2, LOW DENSITY MULTIPLE FAMILY RESIDENTIAL
- R-3, MEDIUM DENSITY MULTIPLE RESIDENTIAL
- R-4, HIGH DENSITY MULTIPLE RESIDENTIAL
- R-P, RESIDENTIAL AND PROFESSIONAL OFFICES



Vision

A Healthy, Mixed-Income

Desirable Neighborhood

Principles

Community-Led
People & Place Strategy
Transparent
Perseverance
Open Communication



Best Practices

- Market Creek Plaza, San Diego
- Harlem's Children's Zone
- Bay Area Economics



Internal Tools

- Great Planning & Design
- NSP
- Weatherization
- CDBG-R
- Lead-Based Paint

Results

Measureable Outcomes

Revitalized Community

